



## **UFC DELIVERS KNOCKOUT RESULTS FOR SYDNEY**

### ***UFC 325 Generated AUD \$65.7M in Economic Impact for Sydney Metro Area***

**Sydney, Australia, July 2, 2026** – UFC®, the world’s premier mixed martial arts organization, today announced that **UFC 325: VOLKANOVSKI vs. LOPES 2**, which took place earlier this year at Sydney’s Qudos Bank Arena, sparked significant economic impact, generating **AUD \$65.7M\*** throughout the Sydney metro area.

In the main event, Australia’s own Alex Volkanovski defeated Diego Lopes to retain the undisputed UFC Featherweight Championship. **UFC 325** drew a sold-out crowd of **18,102** and set the Qudos Bank Arena gate revenue record with **AUD \$14.4M**, making it the highest-grossing event at any indoor arena in Australian history and eclipsing the record established by **UFC 312: DU PLESSIS vs. STRICKLAND 2** in February 2025. In line with UFC’s previous events and high visitation trends, over **69%** of attendees, or approximately **12,550** fans, travelled to Sydney for **UFC 325**.

“UFC events are unlike anything else – it’s the best show in sports,” said **Peter Kloczko, Senior Vice President of UFC Australia and New Zealand**. “We are thrilled to continue producing world-class events that create amazing fan experiences while delivering industry-leading outcomes for our event partners and the tourism economy.”

**UFC 325** supported over 340 local jobs while contributing **AUD \$16.5M** in salaries and wages. In addition, Goods and Services Tax (GST) paid by UFC on ticket sales generated approximately **AUD \$1.3M**, which is distributed among Australian states to fund healthcare, education, justice, welfare, public housing and other essential services.

UFC has delivered three sold-out UFC Numbered Events at Qudos Bank Arena since 2023: **UFC 293: ADESANYA vs. STRICKLAND** in September 2023, **UFC 312: DU PLESSIS vs. STRICKLAND 2** in February 2025, and **UFC 325: VOLKANOVSKI vs. LOPES 2** in February this year.

Combined, these events have seen a total economic impact of **AUD \$189.6M**, a direct impact of **AUD \$70M**, and a total of **35,734** out-of-town visitors to Sydney, with out-of-town visitors accounting for an average of **65%** of attendees per UFC event.

Australia has consistently demonstrated that it is one of the strongest pound-for-pound UFC markets in the world. In turn, UFC events have continued to deliver outstanding results for the host cities across Australia and produce thrilling, unforgettable moments for Australia's loyal UFC fans.

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*\* Source: The figures were determined through a study conducted by research firm Applied Analysis and commissioned by UFC.*